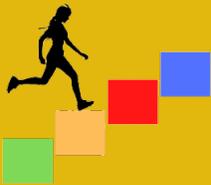


A Worthy Investment

For Social and Financial Impact



StepUp.One

WE'VE STEPPED UP.
WILL YOU?

March 22, 2024
Anirudh Suren



Executive Summary

StepUp.One is a social impact enterprise dedicated to reskilling refugees with digital skills and employ them. This white paper explores StepUp's potential as a compelling investment opportunity, addressing both social and financial goals. We present our unique business model, ambitious vision, and impactful mission while analyzing potential risks through surveys and industry data. By investing in StepUp, you contribute to empowering refugees, bridging the digital skills gap, and achieving strong financial returns.

About StepUp.One

Our vision is to build the world's largest digital refugee workforce, empowering one million refugees over the next decade. Since 2019, we have grown from a team of 5 to 1,000 refugees, with a projected expansion to 10,000 across 7 refugee camps by 2025. StepUp enjoys a strategic partnership with the UNHCR, the United Nations refugee agency. This partnership strengthens our credibility and reach within refugee communities.

Our Business Model

StepUp operates on a B2B model with our skilled refugee workforce trained to perform crucial marketing, sales, recruitment, and fundraising roles for Startups, Scaleups and Enterprises. Our pricing structure is straightforward with a flat fee of \$300 per month.

Social and Economic Impact

Financial: We project \$1 billion in refugee earnings over time.

Economic: We aim to stimulate the economy by \$5 billion.

Social: We empower 1 million refugees to become self-sufficient.

Educational: We equip 1 million refugees with marketable skills.

Emotional: We provide opportunities and hope for young refugees.

Risk Assessment

Understanding potential risks is crucial for informed investment decisions. We benchmarked and conducted a survey to assess risk perception:

Industry Benchmark:

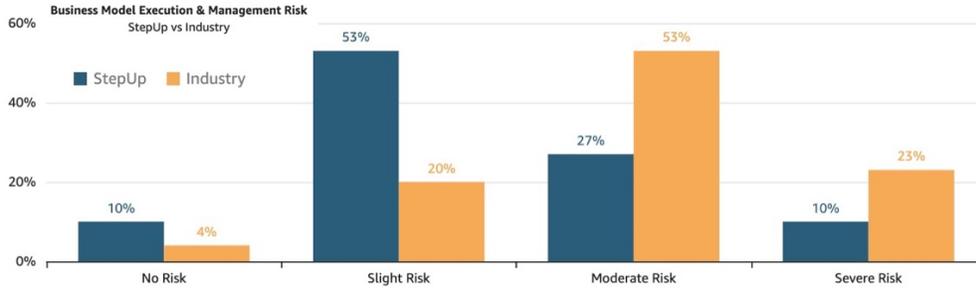
We analyzed data from the [Global Impact Investing Network \(GIIN\)](#) 2020 survey on risk factors impacting social impact investments and used it as a benchmark to evaluate risks for investing in StepUp. The GIIN survey included impact investors from 1949 to 2019 with 2011 as the median year. Most investors surveyed pursue competitive market-rate returns. The risk factors considered for investment were broadly classified under eight risk categories and risk levels from No Risk to Severe Risk.

1. Business Model Execution & Management risk
2. Liquidity and Exit Risk
3. Country and Currency Risks
4. Macroeconomic Risk
5. Financing Risk
6. Market Demand and Competition Risk
7. Perception and Reputational Risk
8. Environment and Social Governance Risk

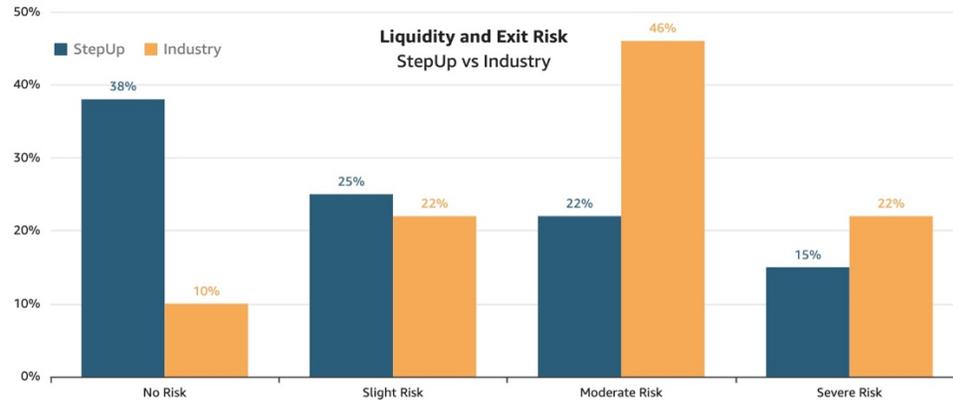
StepUp Investor Survey:

We conducted our survey with 50+ individual investors to gauge their risk perception of StepUp's specific business model. The survey was crafted in the similar lines of GIIN survey objectives on perceived investment risks compared between investing in StepUp and other social enterprises. The survey analysis for each risk category are provided as visual graphs below:

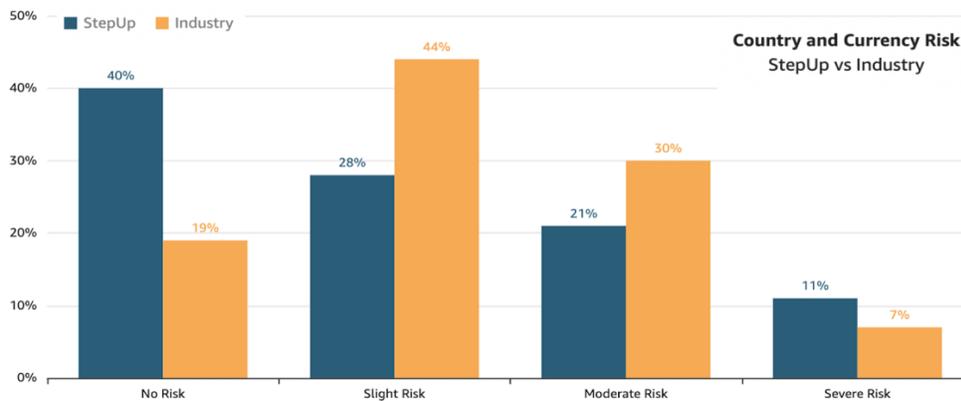
01 Business Model Execution & Management Risk



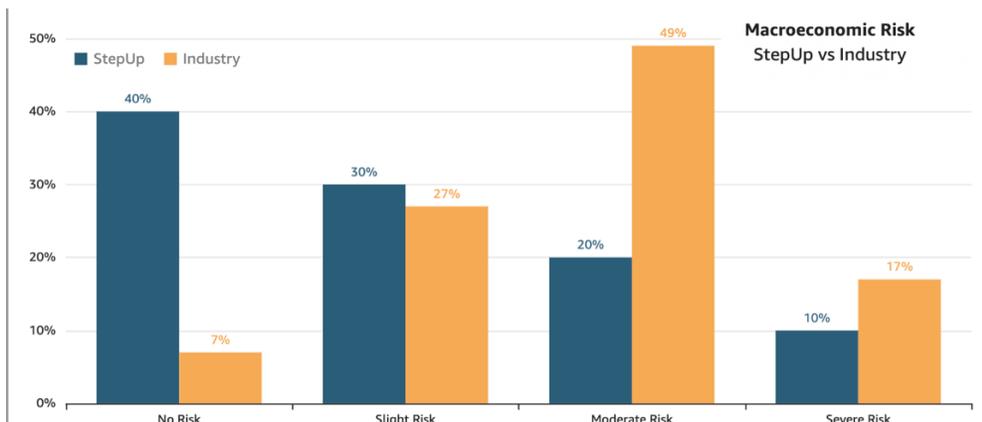
02 Liquidity & Exit Risk



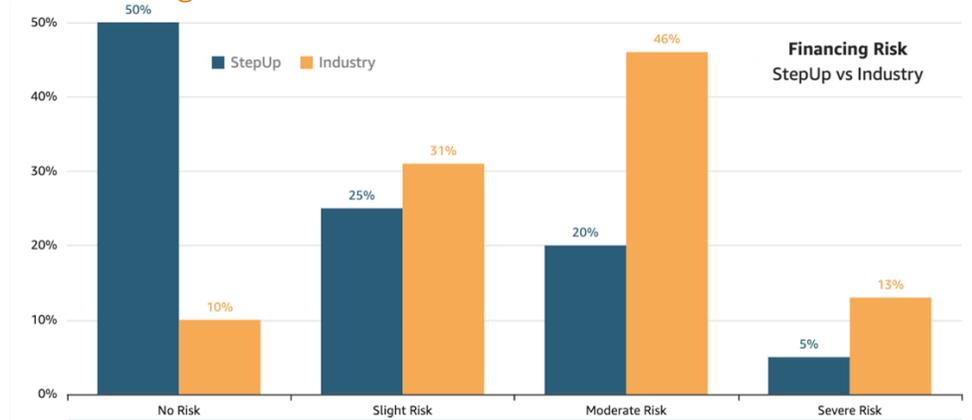
03 Country and Currency Risk



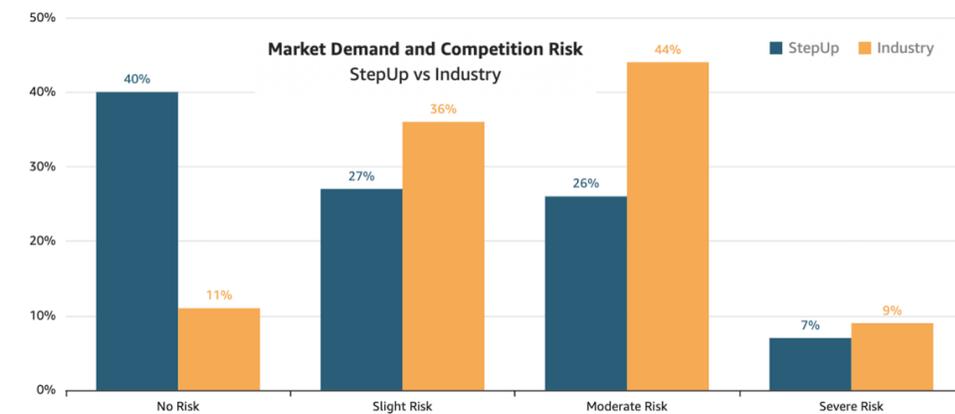
04 Macroeconomic Risk



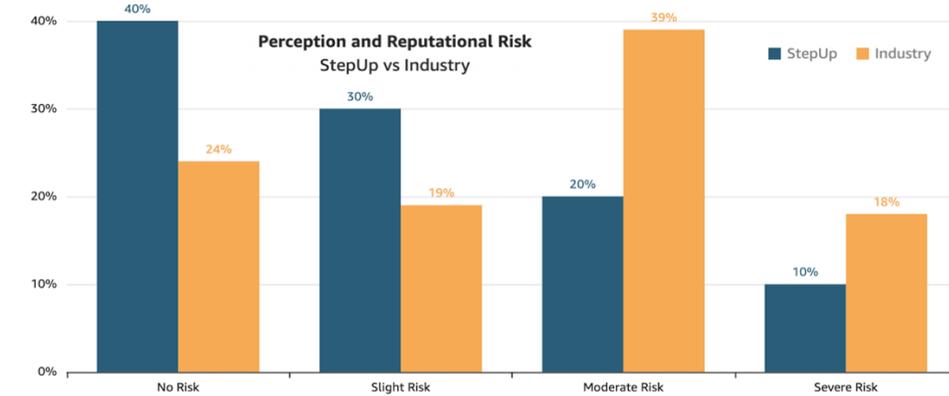
05 Financing Risk



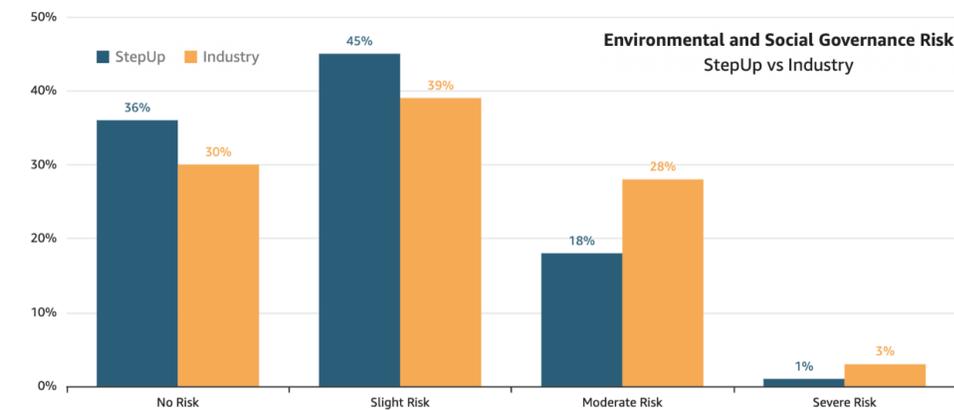
06 Market Demand and Competition Risk



07 Perception and Reputational Risk



08 Environment, Social Governance Risk



Conclusion

The GIIN survey analysis depicts that the Business Model Execution & Management Risk tends to be the riskiest part of an impact investment, but StepUp's survey investors are more confident about StepUp's business model and executive management. Also, StepUp.One has over 20% less risk in six out of the eight risk categories that were assessed in the survey. For Country and Currency Risks, StepUp tended to be on the slightly riskier side of investments because of refugee locations.

StepUp.One presents a unique opportunity to achieve significant social impact while generating strong financial returns. By investing in StepUp, you contribute to empowering refugees, bridging the digital skills gap, and creating a sustainable social enterprise. We invite you to join us in building a brighter future for refugees and the world.

Next Steps

To learn more about StepUp.One and explore investment opportunities, please contact us at anis@stepup.one. For more information, please refer to the following:

- [StepUp.One Website](#)
- [Elevator Pitch](#)
- [Pitch Deck](#)

Disclaimer

The information contained in this white paper is for informational purposes only and should not be considered investment advice. Please consult with a qualified financial advisor before making any investment decisions. The benchmarking data was sourced from [Global Impact Investing Network \(GIIN\)](#). The [StepUp Risk evaluation survey](#) responses were collated from 50+ independent investors who had prior experience or had potential interest in social impact investing.